

What is claimed is:

- 1 1. A method for explaining search logic and results, comprising:
  - 2 presenting a presentation model to explain how a system model relates a
  - 3 plurality of search input elements to a comparison element, wherein
  - 4 the system model is used to determine at least one search result;
  - 5 presenting how the system model is related to the comparison element; and
  - 6 presenting a relative importance of the system model in comparison with the
  - 7 comparison element.
- 1 2. The method as recited in claim 1, further comprising:
  - 2 presenting how parts of the system model are related to parts of the
  - 3 comparison element.
- 1 3. The method as recited in claim 2, further comprising:
  - 2 presenting a relative importance of the parts of the system model in
  - 3 comparison with parts of the comparison element.
- 1 4. The method as recited in claim 2, further comprising:
  - 2 presenting how parts of each of the plurality of search input elements are
  - 3 related to parts of the system model.
- 1 5. The method as recited in claim 4, further comprising:
  - 2 presenting a relative importance of the parts of the plurality of search input
  - 3 elements in comparison with the parts of the system model.
- 1 6. The method as recited in claim 1, further comprising:
  - 2 saving the system model.

1    7.    The method as recited in claim 1, further comprising:  
2        receiving a modification to the plurality of search input elements to create a  
3                new plurality of search input elements;  
4        determining a new at least one search result;  
5        updating the system model to create a new system model incorporating the  
6                modification;  
7        presenting how the new system model is related to the comparison element;  
8                and  
9        presenting a new relative importance of the new system model in  
10                comparison with the comparison element.

1    8.    A machine for explaining search logic and results, comprising:  
2        a processor;  
3        a storage device coupled to the processor;  
4        a search component storable on the storage device and executable on the  
5                processor to accept at least one search input element and determine at  
6                least one search result using a system model; and  
7        a presentation component storable on the storage device and executable on  
8                the processor to create a presentation of a presentation model relating  
9                the system model to one of the at least one search result.

1    9.    The machine as recited in claim 8, wherein:  
2        the processor is a server; and  
3        further wherein the processor is capable of receiving the at least one search  
4                input element from a client.

1    10.   The machine as recited in claim 8, wherein the processor is capable of  
2        communicating in a wireless Internet environment.

1 11. A machine-accessible medium having associated content capable of  
2 directing the machine to perform a method of explaining search logic and results,  
3 the method comprising:  
4       performing an application to accept at least one search input element and to  
5            produce at least one search result using a system model, the  
6            application having search logic;  
7       presenting a presentation model to explain how the system model relates the  
8            at least one search input element to a comparison element;  
9       presenting a contribution of the comparison element to the system model;  
10       and  
11       presenting a relative importance of the system model in comparison with the  
12            comparison element.

1 12. The machine-accessible medium as recited in claim 11, further comprising:  
2       presenting a contribution of parts of the comparison element to parts of the  
3            system model; and  
4       presenting a relative importance of parts of the system model in comparison  
5            with parts of the comparison element.

1 13. The machine-accessible medium as recited in claim 11, further comprising:  
2       accepting at least one modification to the at least one search input element;  
3       dynamically updating the system model and the presentation model;  
4       dynamically updating the contribution of each of the comparison element to  
5            the system model; and  
6       dynamically updating the relative importance of the system model in  
7            comparison with the comparison element.

1 14. The machine-accessible medium as recited in claim 11, wherein the  
2 application is an electronic mail application.

- 1 15. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is an Internet search engine.
  
- 1 16. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is a database application.
  
- 1 17. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is an e-commerce application.
  
- 1 18. The machine-accessible medium as recited in claim 11, wherein the
- 2 application is a document management application.
  
- 1 19. A user interface, comprising:
  - 2 receiving at least one search input element;
  - 3 presenting at least one search result using a system model; and
  - 4 presenting an explanation of search logic.
  
- 1 20. The user interface as recited in claim 19, wherein presenting an explanation
- 2 of search logic comprises:
  - 3 presenting a presentation model to explain how a comparison element is
  - 4 related to a system model.
  
- 1 21. The user interface as recited in claim 20, further comprising:
  - 2 presenting a relative importance of the comparison element to the system
  - 3 model.
  
- 1 22. The user interface as recited in claim 21, further comprising:
  - 2 receiving at least one modification to the at least one search input element;
  - 3 and
  - 4 dynamically updating the explanation of search logic.

1        23. A method for explaining search logic and results, comprising:  
2            receiving a basis of a search, the basis comprising at least one item;  
3            presenting the basis in a retained-items list;  
4            creating a similarity profile from the retained-items list;  
5            generating a suggested-items list from the similarity profile, the suggested-  
6            items list comprising at least one item;  
7            presenting the suggested-items list as search results; and  
8            providing an option to present the similarity profile.

1        24. The method as recited in claim 23, further comprising:  
2            receiving a selected item from the suggested-items list;  
3            receiving a request for presentation of the similarity profile for the selected  
4            item; and  
5            presenting a presentation comparing the selected item to the similarity  
6            profile.

1        25. The method as recited in claim 24, wherein presenting the presentation  
2            comparing the selected item to the similarity profile comprises:  
3            computing a profile-word importance for each word in the similarity profile;  
4            computing a degree of match for each word in the selected item in relation to  
5            the similarity profile using the profile-word importance;  
6            presenting the profile-word importance for each word in the similarity  
7            profile; and  
8            presenting the degree of match for each word in the selected item in relation  
9            to that same word in the similarity profile.